



# Understanding Your Profitability Reports

## Herd Summary & Cow Lifetime Profit

The Profitability Report provides an annual summary of the estimated profitability of animals in the herd. Estimated profit is calculated for each cow at 1st calving and at the end of each lactation. Profit is expressed as \$/cow. There are two sections to the Profitability Report, the Herd Profit Summary and Cow Lifetime Profit.

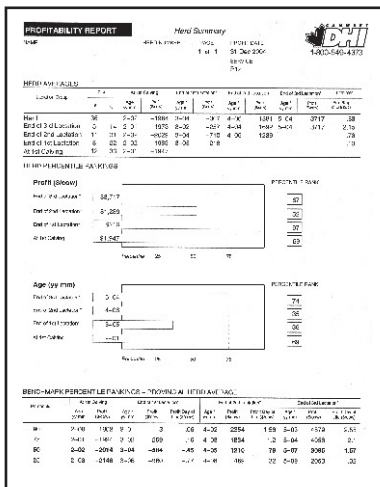
The Herd Summary report consolidates the individual cow profitability data provided on the Cow Lifetime Profit report into group averages. This summary allows for the efficient analysis of results and the comparison of herd averages to provincial benchmarks.

*Note: Cows are grouped by their number of completed lactation(s) where "lactation" includes the dry period. (Example: a cow that has calved twice is considered to be in her 2nd lactation until she calves for the 3rd time).*

The Cow Lifetime Profit report ranks the cows in the herd using one of the most important performance criteria - profit! The report estimates the profitability of each cow in the herd at 1st calving and at the end of each lactation. The calculated value of profit (\$/cow) for each animal takes into account her ability to produce milk as well as her ability to get in calf and begin producing again.

Profitability is calculated by estimating revenues for each cow and then subtracting maintenance and production related expenses. Cow income is estimated using the value of the milk produced based on average provincial with-in quota milk prices. Estimated expenses include:

- heifer rearing costs to 24 months
- overhead for dry cows and heifers older than 24 months
- maintenance feed costs for milking and dry cows
- overhead costs for milking cows
- marginal feed costs for cows for milk production
- opportunity cost of owning quota to market milk from the cow



### Profitability Report - Herd Summary

The Herd Summary report has three sections:

#### 1. Herd Averages Table

The group average information for profit and age based on lactation number is displayed. Vertical analysis of the group averages shows how groups of animals have performed through various stages of your management system over time. This information can be used to analyse the impact on per cow profitability from management changes such as: improvements in heifer rearing; changes to animal housing; a new reproduction management program. Conversely, you can see the economic impact of using below average forages or that effect reproductive problems can cause in your herd.

#### 2. Herd Percentile Rankings

The bar graphs illustrate the herd average information relative to other herds in the province. The graphs show how each lactation group in the herd compares for profitability and cow age and illustrate areas of proficiency as well as potential areas of improvement.

#### 3. Provincial Benchmarks

Provincial Benchmarks for all herds on DHI are provided for comparison, analysis, and goal setting.

PROFITABILITY REPORT											
Cow Lifetime Profit											
1st Lactation: 14% of herd											
Cow No.	Sex	Age	Age at Calving	1st Lactation Profit	2nd Lactation Profit	3rd Lactation Profit	4th Lactation Profit	5th Lactation Profit	6th Lactation Profit	7th Lactation Profit	8th Lactation Profit
1001	FD	4	3-12	2200	1000	700	500	300	200	100	50
1002	FD	4	2-30	1500	800	500	300	200	100	50	25
1003	FD	4	2-30	1800	900	600	400	300	200	100	50
1004	FD	4	1-11	1600	800	500	300	200	100	50	25
1005	FD	4	2-30	1900	950	650	450	350	250	150	75
1006	FD	4	2-30	2100	1050	750	550	400	300	150	75
1007	FD	4	2-30	2300	1150	800	600	450	350	200	100
1008	FD	4	2-30	2500	1250	850	650	500	400	250	125
1009	FD	4	2-30	2700	1350	900	700	550	450	300	150
1010	FD	4	2-30	2900	1450	950	750	600	500	350	175
1011	FD	4	2-30	3100	1550	1000	800	650	550	400	200
1012	FD	4	2-30	3300	1650	1050	850	700	600	450	225
1013	FD	4	2-30	3500	1750	1100	900	750	650	500	250
1014	FD	4	2-30	3700	1850	1150	950	800	700	550	275
1015	FD	4	2-30	3900	1950	1200	1000	850	750	600	300
1016	FD	4	2-30	4100	2050	1250	1050	900	800	650	325
1017	FD	4	2-30	4300	2150	1300	1100	950	850	700	350
1018	FD	4	2-30	4500	2250	1350	1150	1000	900	750	375
1019	FD	4	2-30	4700	2350	1400	1200	1050	950	800	400
1020	FD	4	2-30	4900	2450	1450	1250	1100	1000	850	425
1021	FD	4	2-30	5100	2550	1500	1300	1150	1050	900	450
1022	FD	4	2-30	5300	2650	1550	1350	1200	1100	950	475
1023	FD	4	2-30	5500	2750	1600	1400	1250	1150	1000	500
1024	FD	4	2-30	5700	2850	1650	1450	1300	1200	1050	525
1025	FD	4	2-30	5900	2950	1700	1500	1350	1250	1100	550
1026	FD	4	2-30	6100	3050	1750	1550	1400	1300	1150	575
1027	FD	4	2-30	6300	3150	1800	1600	1450	1350	1200	600
1028	FD	4	2-30	6500	3250	1850	1650	1500	1400	1250	625
1029	FD	4	2-30	6700	3350	1900	1700	1550	1450	1300	650
1030	FD	4	2-30	6900	3450	1950	1750	1600	1500	1350	675
1031	FD	4	2-30	7100	3550	2000	1800	1650	1550	1400	700
1032	FD	4	2-30	7300	3650	2050	1850	1700	1600	1450	725
1033	FD	4	2-30	7500	3750	2100	1900	1750	1650	1500	750
1034	FD	4	2-30	7700	3850	2150	1950	1800	1700	1550	775
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1036	FD	4	2-30	8100	4050	2250	2050	1900	1800	1650	825
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1049	FD	4	2-30	10700	5350	2900	2700	2550	2450	2300	1150
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1063	FD	4	2-30	13500	6750	3600	3400	3250	3150	3000	1500
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1095	FD	4	2-30	19900	9950	5200	5000	4850	4750	4600	2300
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